

## **Historic, Archive Document**

Do not assume content reflects current  
scientific knowledge, policies, or practices.





1. 914  
A 2T 34

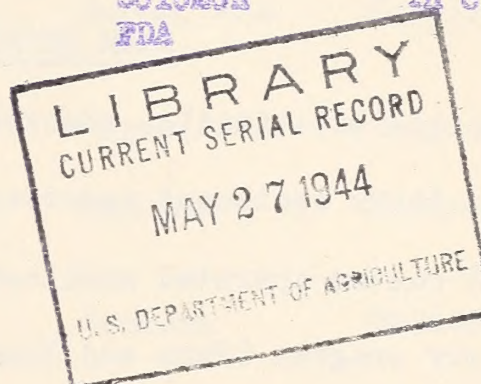
June 16, 1943

RATIONING AND PRICE CAMPAIGN

| Subject   | Assigned | Status |
|---|----------|--------|
| (See last week's report for pending materials. New materials listed below.) |          |        |

PUBLICATIONS

|  |         |              |
|--|---------|--------------|
| Campaign handbook on community price ceilings. | OPA     | In clearance |
| Consumers' Guide News Letter                   | Solomon | In clearance |
| "State of the Nation"                          | FDA     |              |
| "Stoves and Fuel Oil"                          |         |              |
| "Push to the Call of the Open Road"            |         |              |
| "New Gasoline Ration Books Due"                |         |              |
| "Dollar-and-Cent Ceilings Go to Town"          |         |              |
| "No Grade Labeling on This Year's Pack"        |         |              |
| "Consumer Ration Calendar"                     |         |              |



RADIO

|  |         |               |
|--|---------|---------------|
| Script Series on Ration and License Regulations that Affect Farm Families. | Millson | In clearance. |
| "Farm Slaughter for Sale of Meat"  | FDA     |               |
| "Sale of Farm-Slaughtered Meat"  |         |               |
| "Non-Resident Farm Slaughter for Sale of Meat"                             |         |               |
| "Non-Resident Farm Sale of Farm Meat"                                      |         |               |
| "Selling Country Butter"   |         |               |
| "Farm Consumer Buying"   |         |               |
| "Farm Poultry Selling"   |         |               |
| "Farm Sale of Home Canned Goods"   |         |               |

|                      |        |               |
|----------------------|--------|---------------|
| Consumer Time        | Ashman | Being written |
| "Rations for Babies" | FDA    |               |

OVERALL FOOD CAMPAIGN

(See last week's report for pending materials. New materials listed below.)

RADIO

Farm and Home Hour:

|   |           |                |
|---|-----------|----------------|
| June 25 -- "Strategy on the Dairy Front"  | Ward, FDA | In preparation |
| Tom G. Stitts, Chief of Dairy and Poultry Branch, Food Distribution Administration. |           |                |

HOME FOOD PRODUCTION CAMPAIGN

|  |       |         |
|--|-------|---------|
| Telegram went out Dated June 16, to State Extension Directors from the Director of | Lloyd | June 16 |
|--|-------|---------|



| Subject   | Assigned | Status                     |
|---|----------|----------------------------|
| Extension Information.  |          |                            |
| "To speed up campaign on Home Food Production especially larger Victory Gardens on Farms and in towns, State Extension Services have been urged to contact nearest OWI office and arrange for greatest possible use of spot radio announcements on all stations in their state, making appeals and giving instructions on these points during the next three weeks and supplementing with news material. OWI Field Service here advise field service will be extended." |          |                            |
| <u>FARM SUPPLIES AND TRANSPORTATION CAMPAIGN</u>  |          |                            |
| Fertilizer grade substitution removed temporarily   | Lewis    | In clearance               |
| WFA releases dairy equipment reserves   | Thompson | Released June 15           |
| Wider use of custom-operated machinery sought   | Lewis    | Released June 12           |
| 1944 machinery program (Farm and Home Hour)   | Lewis    | Given June 15 distribution |
| Background info on rope and twine   | Lewis    | Distributed                |

PRODUCTION GOALS CAMPAIGN

(See last week's report for pending materials. New materials listed below.)

RADIO

Farm and Home Hour:

|   |             |              |
|---|-------------|--------------|
| June 21 -- "Checking Up On Feed" Wallace Kadderly                     | Heinen, AAA | Cleared      |
| June 24 -- "Protein-Saving Rations for Beef Cattle" Wallace Kadderly. | Burch, ARA  | In clearance |

FARM FLASHES:

|                              |              |                |
|------------------------------|--------------|----------------|
| Cotton Insect Control        | Briggs, FDA  | In preparation |
| Longer Farm Tenure-More Food | Fox, FSA     | In clearance   |
| Range Management             | Rowe, FS     | In clearance   |
| Preventing Turkey Losses     | Burch, ARA   | Cleared        |
| Boosting Peanut Yields       | Reynolds, OI | In clearance   |
| Peanut Harvesting            | " "          | In preparation |
| Cereals for Hay Crops        | " "          | Cleared        |

INS AND PA:

|                                   |          |                |
|-----------------------------------|----------|----------------|
| More Milk and Pork on Small Farms | Fox, FSA | In preparation |
| Converting to War Crops           | Fox, FSA | In preparation |



| Subject  | Assigned                 | Status                  |
|--|--------------------------|-------------------------|
| <u>Press</u><br>Cannery wastes useful as stock feeds                             | Burch, ARA               | 2579-43<br>Ext. release |
| War needs call for nodular worm control  | Burch, ARA               | Completed               |
| Improved dip for sheep ticks   | Burch, ARA               | In clearance            |
| Select cockerels early, for best heredity  | Burch, ARA               | In clearance            |
| <u>Radio</u><br>Hot weather care of horses<br>Turkey stampedes                   | Burch, ARA<br>Burch, ARA | Completed<br>Completed  |
| <u>Farm Flash</u><br>Control sleeping sickness of horses                         | Burch, ARA               | Completed               |
| Rotogravure release to 36 national newspapers<br>on DON'TS for Youthful Farmers  | Beckman                  | Mailed                  |
| 12 photos on food production in South to<br>free-lance magazine writer           | Beckman                  | Mailed                  |
| 3 photos and story, Home-made Potato Planter<br>to COUNTRY GENTLEMAN             | Beckman                  | Mailed                  |
| Illustrated story on food production and waste<br>to Wide World Photos           | Mrs. Beckman             | Mailed                  |
| Story on "super" farm woman, with photo to<br>Wide World Photos                  | Mrs. Beckman             | Mailed                  |
| Illustrated article on More Proteins From Hay<br>for Western Newspaper Union     | Miss Hill<br>Beckman     | In clearance            |
| Illustrated article - "Everybody's Battle Food" -<br>for Western Newspaper Union | Mrs. Beckman             | In preparation          |

VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN

| Subject   | Assigned                    | Status                        |
|---|-----------------------------|-------------------------------|
| <u>Radio</u><br>Victory Garden Program (Blue) - "21 Million<br>Victory Gardeners" | Henphill<br>DuMars<br>Moore | In preparation<br>for June 21 |
| Garden Gate (CBS) - "What to Plant Now"   | Youngman                    | In preparation<br>for June 19 |
| Farm and Home Hour - "More About Canning"   | VanDeman                    | In preparation<br>for June 22 |



| <u>Subject</u>   | <u>Assigned</u> | <u>Status</u>              |
|--|-----------------|----------------------------|
| CBS Program for Victory Gardeners from Newark, New Jersey  | Moore           | Completed                  |
| <u>Homenakers' Chat</u><br>Midsummer Garden Care   | Douglass        | In preparation             |
| <u>Farm Flash</u>  |                 |                            |
| Hints on Starting Summer Garden  | Briggs          | In preparation             |
| Victory Gardens for '44  | Briggs          | In preparation             |
| Garden Fertilizer  | Briggs          | Cleared                    |
| <u>Consumer Time</u><br>Gardens and Storage  | Hagen           | In preparation for July 3  |
| <u>INS &amp; PA</u><br>Hurrying Along Summer Gardens   | Briggs          | In preparation             |
| <u>Questions &amp; An</u>  | Wharton         | In preparation             |
| <u>Press</u>   |                 |                            |
| Story on brining work for COUNTRY GENTLEMAN - "Save The Garden Surplus"                            | Tauton          | Completed                  |
| Story on Ant Control   | Smith           | In preparation             |
| Prepare for Fall Garden  | Smith           | In preparation for June 30 |
| <u>Market Basket</u>   |                 |                            |
| "Oven Drying"  | Davis           | Ready for release          |
| "Tomatoes to the Fore"   | Pundt           | Ready for release          |
| Information for article on home canning and other methods of preserving foods to DEMOCRATIC DIGEST | Vandeman        | Completed                  |

ANTI-BLACK MARKETS CAMPAIGN

|   |        |                |
|---|--------|----------------|
| <u>Farm Flash</u><br>"Advantages of Inspected Meat"   | Briggs | In preparation |
| <u>Leaflet</u><br>"The Farmer Grades His Meat", a practical handbook, with pictures--intended for distribution to farmers | Briggs | In clearance   |



| <u>Subject</u>   | <u>Assigned</u>      | <u>Status</u>   |
|--|----------------------|---|
| <u>Meat Handbooks</u>  |                      |   |
| FDA Regional offices preparing handbooks for the State and Area meat marketing supervisors | FDA Regional offices | (Chicago & Des Moines completed). Other 5 offices are preparing |
| <u>Secretary's Annual Report</u>   |                      |   |
| Summary of Black Market problem and actions taken  | Rowell               | In preparation  |

NUTRITION AND FOOD CONSERVATION CAMPAIGN

|  |              |                |
|--|--------------|----------------|
| Call from <u>Ladies Home Journal</u> indicates they will tie in with the nutrition program story in November | Nichols      | Finished       |
| Eds of AP decided to do whole story on food waste and conservation, another on nutrition futures.            | Nichols      | Dope given     |
| Squibs on Food Waste to Owens-Illinois for Radio Program   | Nichols      | Finished       |
| Outline of a nutrition movie idea TRACER FOODS sent to OWI   | Nichols      | Finished       |
| "Protein in Bread and Cereals" and "Rationed vs. Unrationed" Radio Roundup- June 19                          | Cohan        | Finished       |
| Story on Feeding War Workers for Owens-Illinois  | Mrs. Hoffman | Finished       |
| Breakfast - The Neglected Meal - Federal Food Reporter   | Mrs. Hoffman | Finished       |
| The Basic Seven - Homemaker's Chat   | Martin       | In preparation |
| Food Waste in the Home for Farm and Home Hour  | DuMars       | In preparation |

FARM LABOR CAMPAIGN

|  |         |                 |
|--|---------|-----------------|
| <u>Press</u>   |         |                 |
| Story on WLA uniform for extension editors to release and to be posted in the press room | Fulghum | Cleared 6-15-43 |



| <u>Subject</u>   | <u>Assigned</u>    | <u>Status</u>  |
|--|--------------------|----------------|
| Story on methods of handling interstate and foreign labor  | Bryan              | In preparation |
| <u>Radio</u>   |                    |                |
| Fashions in Rations Program - 3 minutes<br>by Florence Hall - CBS - June 19<br>Women Can Help in Farm Work | Bailey<br>Fulghum  | In preparation |
| Farm & Home Hour, June 22 - Farm Work and Farm Workers - Wallace Kaddery                                   | Hancock            | In preparation |
| Farm Flashes - Cooperation on Farm Labor   | Fox                | In preparation |
| <u>Food Information Series, Leaflets, etc.</u>   |                    |                |
| Suggested Information Program for Local Community  | Poole -<br>Fulghum | Out            |
| Three Safety Leaflets - AWI series   | Poole              | At printers    |
| Do You Need Additional Farm Help   | Meyer              | At printers    |
| Victory Farm Volunteers  | Frutchey           | At printers    |
| Womens Land Army of U.S. Crop Corp Needs Workers - AWI series  | Bailey             | At printers    |
| Discussion Guide on Farm Labor   | Storer             | In preparation |
| RAE-Ext. flier (Farm Community Effort)   | Johnson            | In preparation |
| Current Examples on What Local Communities are doing to meet farm labor program                            | Fulghum            | Mimeo. out     |
| Report of Food Administrator - Farm Labor for Secretary's Annual Report                                    | Meyer              | In preparation |
| <u>Visual</u>  |                    |                |
| Window display - These are the Weapons showing farm implements   | Bennett<br>Baldwin | In preparation |
| Recruiting Movie for High Schools  | Wall               | Out            |
| Volunteer Land Corps Film  | Bennett            | In preparation |
| Mats for State extension editor use on insignia, uniform, certificates                                     | Bennett            | Order placed   |
| Poster for Recruiting help for Harvest   | Sill               | In preparation |
| Poster, W.L.A. Recruiting  | Sill               | At printers    |



| <u>Subject</u>  | <u>Assigned</u>   | <u>Status</u>        |
|---|-------------------|----------------------|
| Poster - These Overalls are Your Uniform, Bud   | Peole             | Preparation complete |
| Slidefilm - How to train groups of workers  | Bennett<br>Vaughn | In preparation       |
| Photos of Washinton boys training for VFW camps   | Ackerman          | Completed            |
| <u>Magazines</u>  |                   |                      |
| 1000 word editorial for October issue of OUTDOORS   | Hancock           | In preparation       |
| 2000 word article on WLA for THE INDEPENDENT<br>WOMAN   | Bailey            | Mailed               |
| 300 word article on WLA for SOUTHERN AGRICULTURIST  | Bailey            | Mailed               |
| Article on WLA for POULTRY TRIBUNE  | Bailey            | In preparation       |
| 1000 words - farm labor items of interest to food<br>distributors - for July issue of FOOD TRADE LETTER | Fulghun           | In preparation       |



